

**Kilmarnock Chamber of Commerce  
BOARD OF DIRECTORS  
October 7, 2008  
Kilmarnock Inn**

**Present:** William Smith, Carroll Ashburn, Kathy Lukasewicz, Kathy Bergeron, Fred Burke, Susan Cockrell, Suzanne Keyser, Hilton Snowdon, Stan James, Brenda Shirah  
David Nichols

**Absent:** Jamie Alga

**Guests:** Mildred Reid, Susan DuVal Long, Darlene Krevonick, Nancy Travers, Shelia McGill, Crystal Morris, William Russell, Richard Shore, Scot Hydrusko, Gwen Nethaway, Tara Donahue, Charlotte Forrester, Bill MacArthur

William called the meeting to order. The minutes from the meeting of September 2, 2008 were approved. The Treasurer's Report showed an ending balance as of September 30, 2008 of \$8,885.20. The Treasurer's report was approved.

#### **Committee Reports**

##### **Scottish Festival**

Volunteers are needed for the day of the event for both set-up starting around 6:30 a.m. and take down around 4:00 p.m. Wal-Mart is sponsoring the stage and the committee is trying to get sponsors for some of the acts. Sponsors are needed to handle the cost of printing the brochure that will be distributed that day. Tara volunteered to print them. There will be a meeting of the committee Wednesday morning 10/8 at 9:00 a.m. at The Doll House.

##### **Kilmarnock Farmer's Market**

William reported that the first year of the event has been very successful. He will be going before Town Council to request using the same spot again for next year.

##### **Brochure Committee**

This will be dependent on the membership committee. There are still several boxes of flyers left.

##### **Nominating Committee**

Fred, David and Suzanne will meet and present a slate at the November meeting.

##### **Marketing Campaign**

Deferred to reporting until the completion of the gathering of info that is being worked on by the Events Committee.

##### **Events Committee**

There has been a committee meeting to look at Chamber sponsored events, as well as other events throughout the county. The plan is to perhaps have an all county schedule of events and festivals and to put together a brochure with some sort of "tag line" for the area. So far there are over 200 listings. Another meeting is planned for further discussion. Susan also brought up the idea that had evolved about doing some sort of marketing event to kick off the Christmas season. There was discussion on the best day for this type of event, perhaps the Friday after Thanksgiving. The idea of tax free shopping was brought up as a draw for the event. It was decided that Susan, Carroll and David would poll merchants to get their input. Approval was given for allocate up to \$1,200 to be used for the promotion of this Christmas project.

### Annual Dinner

Kathy B. indicated that she had done research on some additional options for the annual dinner. Kilmarnock Inn had the best quote of \$30.00 per person. Several options were presented dependent on if the Chamber wanted to underwrite any of the price, and or limit the number of attendees per business. It was decided that the event would be held on December 4<sup>th</sup> from 5:30 p.m. to 7:30 p.m. and would be \$15.00 per ticket. The Chamber would underwrite the difference. Invitations would go to both current and potential new members. The invitation would indicate limited space available.

### Membership Committee

Kathy B. reported that the Town Office address will be used on letters being mailed out. The Chamber has a slot for mail there. Correspondence will be logged in and checks given to Jamie. Membership letters will go out this month. There was a suggestion on putting a stamped envelope in with the information.

### Old Business

#### Chamber Improvement Report

There was a suggestion of letting everyone be a member at no cost, but asking for donations. William asked Kathy B. to look at the feasibility of this.

### New Business

#### Kandy for Kids

Fred and Carroll are working on entertainment for the event. Trick or Treating will be from 5 p.m. to 7 p.m. and then will end with entertainment and pumpkin contest on August and Main. Pumpkins for the contest will be given away at Scottish Festival. They are also working on the "Lighting of the Pumpkin". Wal-Mart is also doing something for Halloween. Fred and Carroll will talk with them to coordinate the schedule.

#### Employee of the Month

Nominees are chosen through November.

The next meeting of the Chamber is scheduled for November 4, 2008.

The meeting was adjourned.

Respectfully submitted:



Suzanne Dix Keyser  
Recording Secretary